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THE MACDONALD LASSIE

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ve done comparison pricing — in bout five years a good one /ould pay for itself. I've window-hopped. I've touched and been uly amazed at their naturalness. ve been sorely tempted but I just an't do it. I cannot buy an rtificial Christmas tree.

suppose it's tradition — tradition /hich comes to the fore at hristmas stronger than at any ther time of year — but there /ould be something missing, omething not quite right, if I ouldn't go out searching for just ne right tree. I wonder if I'll try omething new this year but I oubt it. It will be a Scots pine and nough it may not be as symme-ically perfect as its store cousin, will be real and that's all nat really matters.

That's one reason why I found Prof. Dan MacArthur's article on Christmas trees of particular interest but there is another. I hope that some of our farm readers might consider the possibilities of Christmas tree growing as a source of supplementary income. Show me an article that can suggest to a farm family ways of utilizing unproductive land, of diversifying their farming methods for a more viable farm unit — any justifiable means that can enable a farmer to stay on the land and enjoy a standard of living comparable with urban living, and I'll do my best to see that it gets published.

Hazel M. Clarke

Guest Editorial

"I know you think you understand what I said but what you may not realize is that what you heard me say is not what I meant." I read this many times on a placard Dr. Dion had in his office. Yet as I start this editorial it is not available for me to check the wording so immediately after the quote I should add "or words to that effect." Fortunately this leads me right to the subject I want to discuss which is communications and how to receive them.

It has been very fashionable recently to blame a wide range of problems on the "lack of communications." With few exceptions, the blame is placed on persons — for ethical or professional reasons usually unnamed — who don't "know how to communicate." Yet one common tool of communication is the telephone which has long since had both speaking piece and earpiece integrated into a handle which is called a receiver. This arrangement makes it obvious that listening to what is being said is as important to communications as saying something. Today too many people are guilty of not listening and reading carefully. When this is coupled with information which was not clearly expressed, misunderstanding usually results.

Implied as well in this business of arriving at a misunderstanding is the situation where the message is claimed to be unclear. The reason is simple; it permits the receiver to excuse his own inadequacy or the receiver is unwilling to communicate his disagreement in clear and precise terms.

The receiver of information has a very important role to play.It is one which is often neglected. If the reader, watcher, or listener thinks he detects an element of misinformation or error in the message, he has a responsible piece of work to do. In today's technological age it is quite possible that there are not many people with the expert knowledge necessary to detect such mistakes. It requires a bit of studying by the receiver to know how best to correct these mistakes in communications.

To be able to correct a misstatement without being simply contradictory requires personal effort and diplomacy. People who attend committee meetings need to practice and prepare to be effective receivers as much as those who have to present ideas need to improve their techniques.

It is unfortunate today that the "medium is the message" approach to delivering information leaves the receiver so impressed with the slick presentation technique that he is reluctant to criticize the message. Let us hope that such a search for unvarnished truth will give the receiver courage to express the reaction of one of my former associates: "Excellent," he would say; "very well said," but he often added "it doesn't say anything." On other occasions he would add "such pious wishes should always end with amen."

Amen.

Gordon Thomson,
Information Officer.

Quality is a Magic Word

ristmas trees are an important
t of the traditional Christmas
tivities. Their production has
olved rapidly in eastern Canada
d is now a profitable business
those who have developed
cient methods of production and
rketing. Total Canadian exports
1969 were reported to be
00,000 trees. While this number
s less than in 1968 the returns
re about the same.

day the traditional natural tree,
ether grown in plantations or
rvested from natural stands, faces
rious competition from artificial
es which have reached levels of
ality that make them a real threat.
w much of the domestic and
port Christmas tree market the
ificial tree will capture will depend
three main factors: 1) prices,
quality and variety of natural
es offered, and 3) the strength
the purchasers' psychological
achment to natural trees.

les of Christmas trees at the
organ Arboretum, Macdonald
llege, and discussions with
stomers over the past several
ars may be cautiously interpreted
indications of market demand
d preferences. If one also
nsiders what is happening in
stern Canadian Christmas tree
cles at least some of the
ndwriting on the wall may be
en.

organ Arboretum Sales

ne purchasing public remains more
less the same from year to year
nsisting of members of the
organ Arboretum Association.
ne number of trees sold each
ear has also remained about the
me, despite the availability of the artificial tree. However, it has been found that quite different kinds, or styles, of natural trees have been readily accepted. Customers often express the view that "there is something special about the **real** Christmas tree."

Sheared Scots pine with its characteristic dense, well-balanced cone of foliage, unsheared Scots pine with its much more open structure, balsam fir also having an open structure but quite different texture and colour, and naturally grown white, and even black, spruce have all been borne happily home by satisfied buyers.

Tree Preferences

From our experience, from looking at Christmas tree lots and from perusal of reports, it seems clear that different kinds of trees appeal to different kinds of people. This is hardly surprising. Some purchasers have their own traditional tree and nothing else will do. Others seem to enjoy trying different trees. At the Morgan Arboretum in 1970 balsam fir was offered to a clientele accustomed to Scots pine, with excellent results. Furthermore, the comment "This year I'd like to try something different" was frequently heard.

One preference, or requirement is, however, **common to all** purchasers — a good quality tree whatever the species, style, or price. No refund or replacement can compensate for the discovery, or even the suspicion, that one has been stuck with a cull. The experience can do much to enhance the image of the artificial tree.

From sales records over several years at the Morgan Arboretum and also from discussions with customers, one can conclude that a large proportion of buyers prefer a natural tree. For some people, of course, the artificial tree is more suitable but it also has certain disadvantages. Thus we feel safe in saying that as long as **good** natural trees are available there will be a healthy market for them.

Land Utilization

In some quarters a reaction against Christmas tree growing and harvesting may be developing on the grounds that it is wasteful. In reality it is quite the contrary because Christmas tree production permits profitable use of many acres of land that would otherwise be non-productive. Scots pine can be grown on sandy soils and loamy sands that would not produce other crops. While this land is kept in production there are beneficial effects on soil and water conservation, on wildlife, and on landscape aesthetics, not to mention direct economic benefits to the landowner.

Where Christmas trees are harvested from natural stands of balsam fir, or even of spruce, this cropping is an important part of woodlot management. Proper procedure can yield recurrent harvests and healthy returns. Or, in some situations, a harvest of Christmas trees provides early returns from a stand and at the same time promotes improved growth in volume and quality of the residual pulpwood and/or sawlog stand and greater returns to the grower.

Suitable Land

Lighter soils are adequate for Scots pine but balsam fir would require loamy sands and sandy loams. On these latter soils Scots pine would also do well. Very dry sites should be avoided. Very rough or stony land would raise production costs because work in the plantation during its development and at the time of harvesting would be more difficult to do.

Costs and Returns

Studies reported upon in the United States indicate that Scots pine trees may be produced for about $1 each. In one study (Rudolph, V. J. 1968. Economic analysis of growing four Christmas tree plantation species. American Christmas Tree Journal. Vol. XII No. 4, pp. 5-11) the total per-acre costs were $648, and net returns were $1,135 for a crop produced in nine years. Assuming a six percent interest rate, the rate of return on this investment was 33 percent. The net annual income per acre was $98.80. However, the trees were sold standing at $2.10 each which perhaps would be considered rather high in the Canadian market.

While one cannot provide guide lines for costs and returns on the Canadian scene, the foregoing gives an idea of the possible profits from good Christmas trees. While Canadian market prices might be lower, it might well be possible to produce good trees more cheaply if, for example, planting stock was available free from government nurseries. Moreover, the land that might be used in many cases is available and would not have to be rented or purchased.

Pruning and shearing add value to final product and boost per acre returns.

Forecasts and Suggestions

Despite inroads by the artificial tree, a healthy market for good natural trees will persist. But the quality of natural trees must be kept high. Growers and retailers can do much to protect their industry by refusing to put junk trees on any market, domestic or foreign.

Effective grading is essential to protect the market. Sensible application of realistic grading rules would pay both growers and/or retailers and foster good customer relations. Official grading rules exist in Ontario and New Brunswick, and have recently been established in Quebec. In Nova Scotia, some growers are asking for implementation of a system similar to that of New Brunswick. The implication is clear that in future quality will improve and that only the good producers will survive.

In Quebec balsam fir is still the traditional tree, as it is in many parts of eastern North America. Difficulties in growing fir in plantations, shortage of planting stock, and economics have resulted in most Quebec production coming from natural stands. Past absence of any real quality control has permitted a great deal of trash to find its way to market. However, in Quebec there are many good opportunities to cultivate natural stands for production of high quality fir. In some instances, land might be kept in continuous Christmas tree production. Else-

e breeders selecting types of
ots pine — such as second tree
m left — which develop pleasing
m naturally.

here the Christmas tree crop
ight be a thinning operation.

escriptions of methods of
ltivating wild balsam fir trees to
nprove quality and quantity of
elds per acre are available. Other
riters have described methods of
tablishing balsam fir plantations
sing natural grown seedlings. A
umber of useful publications are
sted at the end of this article.

y 1974 the Quebec Department of
nds and Forests expects to
egin supplying balsam fir and
cots pine seedlings in quantity for
antation production of Christmas
ees. Some growers have already
stablished Scots pine plantations
ith stock purchased from private nurseries. In the immediate future Quebec growers would be wise to concentrate on improving yields from natural stands. The higher prices (a minimum of $5 retail for six-foot to eight-foot trees) will more than compensate for the extra work required.

On the subject of variety in Christmas trees it appears again from Morgan Arboretum experience that white spruce could become a favourite in the growing market for outdoor trees. Although rather unpopular indoors, because of its early loss of needles at room temperature and unpleasant smell, it is excellent outdoors. White spruce develops a well-balanced and attractive form perhaps more readily than other conifers. It also holds snow in a pleasing way and a lighted, snow-laden white spruce is an impressive sight.

Market experience suggests that a variety of good tree species is in demand. Growers would be wise to diversify if possible to take advantage of this. Growing more than one species could complicate management, but might spread the work load, and would reduce risks of being wiped out by disease or insect epidemics.

A new problem faces the Christmas tree grower with the snowmobile population explosion. Irresponsible use of a snowmobile can cause extensive damage to planted trees without the driver even realizing what is happening. There are numerous reports indicating that tree plantations in snowmobile country are in danger. (See "The Last Word", Macdonald Journal, February 1971)

Expected Developments

The artificial tree will continue to compete strongly with the natural product but should not gain much ground, if any, if growers, wholesalers, and retailers of natural trees get rid of the junk and offer a variety of good natural trees.

The evident widespread interest in establishment of grading rules suggests that quality will improve. Fewer trees may be sold, for a time at least, but returns will remain the same or increase with good producers prospering and junk dealers disappearing.

In Quebec, balsam fir will remain the principal product for at least 10

Scots pine packaged in Vexar mesh ready for sale.

years but increasing quantities of Scots pine will appear on the market from existing plantations. Plantation growing of balsam fir may receive more attention in Quebec than elsewhere if the Department of Lands and Forests can support it with planting stock, research and technical assistance.

On an optimistic note, one might predict that the natural Christmas tree will become even more important as a link with tradition and with nature as the years go by.

From a land management point of view, Christmas tree growing can make profitable use of much land that is not suitable for other uses. Consequently it fits into the forest and social restoration plans of the provincial governments, particularly in Quebec.

Prof. J. D. MacArthur,
Dept. of Woodlot Management.

Some Useful Publications

1) Bell, Lester E., and Donald P. White, 1966. Arcadian manual for Christmas tree farmers. ed. Harvey J. Stangel. Allied Chemical Corp., 40 Rector St., New York, N.Y. 10006.

Costing $2.50 U.S. If still available this manual is a Christmas tree grower's bible. Emphasis is on Scots pine but other species are also discussed. Although written for U.S. growers the main ideas apply anywhere. Includes excellent list of publications.

2) Christmas Tree Growers' Assoc. of Ont. 1968. Christmas tree "Choose and cut" operations. 1884 Davenport Road, Toronto 9, Ont.

Outlines methods, advantages and problems of a special "do it yourself" kind of Christmas tree marketing.

3) Delisle, Roch. Production d'arbres de Noël par plantation. Bureau des Renseignement Forestiers. Ministères des Terres et Forêts, P.Q.

Partly a general discussion of the industry in Quebec with a special section on transplanting and growing wild balsam fir in plantations.

4) Hawboldt, L. S. 1953. Christmas trees are a crop. Nova Scotia Department of Lands and Forests.

Deals with production in Nova Scotia with special attention to naturally grown balsam fir and how to cultivate. Useful methods are described and ideas on grading presented.

5) Johnston, E. F. 1964. Trimming Scotch pine to improve Christmas tree quality. Ontario Department of Lands and Forests, Timber Branch.

Simple and clear explanation of methods, timing, and objectives of trimming for quality.

6) Kinerson, Russel S. Effects of some environmental factors on establishment and development of balsam fir Christmas tree plantations. Vermont Agr. Res. Sta., University of Vermont, Burlington, Vt., U.S.A.

Some effects of fertilization, mulching, mowing grass, and frost damage in balsam fir plantations.

7) Larsson, H. C., and O. Roos. 1966. A numerical scoring system for judging pine, spruce, and fir Christmas trees. Ontario Dept. of Lands and Forests. Research Branch.

Well presented and most useful in developing good judgment of tree quality in these species. Could help growers to apply their own quality control.

8) McCormack, Maxwell L., and John A. Young. 1967. Program for successfully establishing plantations of balsam fir Christmas trees. Agr. Exp. Sta., University of Vermont, Burlington, Vt., U.S.A.

Report on special work on growing of balsam fir in plantations established with wild stock from natural regeneration and transplanted before final out-planting.

9) New Brunswick Dept. of Agric., 1963. New Brunswick grades and licensing of Christmas tree buyers. Department of Agriculture, N.B.

Official rules with explanations and illustrations. Useful for developing quality judgment, implementing quality control, and in pricing.

10) Ontario Dept. of Lands and Forests. 1969. Growing Christmas trees in Ontario. Ontario Dept. of Lands and Forests, Timber Branch.

A general look at modern methods in Ontario with sources of information listed. Emphasis is on Scots pine but other species are also treated.

11) Sloan, Roger P., John E. Sargent, and Leslie B. Sargent. 1965. Christmas trees as a cash crop. Cooperative Ext. Service, University of New Hampshire, Durham, N.H., U.S.A.

General information on producing Christmas trees of various species in plantations and natural stands. A special section on marketing.

12) Stiell, W. M. 1964. Christmas tree growing in Canada. Dept. of Forestry Pub. No. 1041.

Excellent general treatment of the Canadian industry including much information of value in planning and practice.

13) Tree Talk — a newsletter published by Du Pont, Canada. Editor, Sam Manetta, Pontypool, Ont.

14) American Christmas Tree Journal — published by the National Christmas Tree Growers' Assoc. Inc., 225 East Michigan St., Milwaukee, Wisconsin 53202, U.S.A.

Published four times a year, this excellent journal is essential to anyone with a serious interest in Christmas trees. Articles cover all aspects of the business, conventions are announced and reported upon, and most suppliers to the industry advertise therein.

The Present Day Philosophy of Home Economics

e following is an excerpt from a paper epared by Miss Christine Brick, a 71 graduate in Home Economics, culty of Education, McGill iversity.

ue to our advanced technologies, e world is changing more rapidly day than at any other time in story. Commercially produced ods and services and automatic usehold appliances have gradually en changing the way of living most of our families. These are e physical changes, but more portant to the family are the anges in our attitudes and ways living. More women are working tside the home, and many pants do not have the knowledge the time to train their children in phases of family life. Marriages e occurring earlier, and the roles family members are changing. en are taking a larger part in the usehold and child rearing tasks. e young people are questioning thority, represented by their ders, and moral values are anging rapidly.

home economics course in the st placed great emphasis on oking and sewing with less time ent in management, child care, man development and consumer ducation. Since the basis of our vilization is the family, today's me economics course should emace all phases of family living d should be offered to boys as ell as to girls. The skills of food eparation are important but ore important is an understandg and awareness of good trition. The skills of clothing nstruction are important, but ore important is a greater knowlge of the uses and care of new brics. Emphasis is shifting wards helping to assist the others of tomorrow to be good memakers while following careers tside the home. More time is eing spent on management, conmer education, child and family evelopment and social relations.

e home economics program is ased on the needs of man. The socio-economic needs must be met to assure satisfaction at work and at leisure. To live and grow, the individual and the family should be able to evaluate all available resources and use them to the best advantage. With the advancement of science and technology, economic activities become more complex. Much of the productive work that the family had to do has changed. The consumer of today must choose between desires and needs and recognize available resources. Choices are affected by mass media, reduction of working hours, and an increase in leisure time. A true evaluation of the socio-economic forces, an ability and a knowledge of skills and techniques will provide a sound basis for judgment. Thus entrance into adult life requires preparation for the responsibilities which the individual and the family must assume.

The Home Economics curriculum offered today recognizes all these facts. The broad purposes of home economics have been formulated by many persons in many ways, yet each idea or statement contains a certain basic element — concern for the well-being of individuals in a family setting.

The curriculum in Home Economics for Secondary Schools is the same for the French and English school systems and was approved by the Catholic and Protestant Committees of the Superior Council of Education in June 1969.

The new curriculum is based on concepts and generalizations at either the 121 Level or the 421 Level. Home Economics 121 is a composite course for students regardless of career plans. During this course students become aware of their potential in meeting and solving problems in individual and family living. Home Economics 421 is a series of four elective courses. It involves a deeper study of the areas covered in Home Economics 121.

A brief course outline at each level follows:

Home Economics 121

The Significance of Food:
- Cultural Aspects
- Nutritional Value of Foods
- Decision Making in the Kitchen
- Meal Management and Service

Clothing and Textiles:
- The Influence of Clothing
- Textiles
- Clothing and the Consumer
- Clothing Selection
- Clothing Construction
- Clothing Care

Family Living:
- Responsibilities of Family Members
- Time and Energy
- Health and Safety

Housing and Design:
- Requirements for Housing
- Furnishings
- Community Resources

Consumer Economics:
- Financial Planning

Home Economics 421

Family Living:
- Personal and Family Responsibilities
- Child Development
- Principles of Buying
- Financial Transactions

Foods and Nutrition:
- Cultural Aspects
- Food Value
- Meal Management and Service
- Food and the Consumer

Clothing and Textiles:
- Clothing Customs and Culture
- Textiles
- Selection
- Clothing Construction
- Care
- Clothing and the Consumer

Housing and Design:
- Choosing Today's Home
- Selection of Furnishings and Appliances
- Creativity in Home Furnishings and Interior Decoration
- Maintenance and Safety

Farm Days '71 were held at Macdonald College recently. It was a fitting occasion for Dr. H.R. Klinck, Acting Dean, to present Mr. Marcel Chevrette, Director General of Regional Laboratories and Offices, who represented Quebec's Minister of Agriculture, Mr. Normand Toupin, with a French edition of the Macdonald Agro-Guide. This new farm handbook, available in both languages, was written entirely by College staff and is available from the Extension Department for $11.85.

France 1970-71

Arch and Helen Jones and family (Dept. of Woodlot Management — Renewable Resources) returned recently to Macdonald College after spending a sabbatical year in France. While en route, Prof. Jones visited Kew Gardens, Edinburgh Botanical Gardens, the Dunkeld Forestry Estate in Perthshire, and the Forestry Faculty at the University of Aberdeen. Visits to the Botanical Gardens in Oslo and Copenhagen and the famous Deer Park at Taarbeg, near Copenhagen, were also made before settling down in St. Max, a suburb of Nancy in Lorraine. Nancy is about 300 miles northeast of Paris and about 80 miles west of the Rhine river.

Prof. Jones spent his time in France with forestry students, staff, and technical personnel of the Ecole Nationale du Génie Rurale, des Eaux et des Forêts (ENGREP) — Centre de Nancy, as well as with foresters of the Office Nationale des Forêts in the many forest regions of France. The object of the stay was to observe silvicultural and management methods and to gain an understanding of the complex administration of the

tate and private forests. A fall rogram of familiarization was spent Alsace-Lorraine. From December rough to July two weeks or more each month were spent on the ad and in the forests visiting e major regions of forestry terest. These visits included the ½ million acres of man-made ne forests of the southwest coast es Landes); the Jura-Alps; the ak-beech woods of Paris-Loire-icardy; the afforested and natural pruce-fir stands of the Massif entral, Rhone delta and Côte 'Azur; the fir-spruce-pine forests the Vosges. Nearly 10,000 miles ere travelled during the stay in an ttempt to study the most important orest regions of the country. An ssessment of the visit has recently een submitted to the Centre nternational des Stages in Paris, ne organization which helped nance the program of study.

rief trips to Germany, Switzerland, ustria, Luxembourg, Holland and elgium were made during the chool holidays. On the way home short time was spent in orthwestern France, England and orth Wales. It was a great pleasure o cross the Atlantic with the Bob aker family, who were returning rom Cambridge.

oins Agronomy Staff

Dr. Ghislain Gendron recently joined he staff of Macdonald College as n Assistant Professor of Agronomy. A native of the lower St. Lawrence rea of Quebec, Dr. Gendron is completely bilingual and thoroughly amiliar with Quebec agriculture. He obtained his Bachelor's degree t Laval University and M.Sc. and Ph.D. degrees at the University f Wisconsin. He is particularly interested in crop management problems associated with corn production and, in addition to his teaching duties, will be conducting research designed to improve corn management systems. Professor Gendron replaces Dr. R. I. Brawn who resigned to take up a position as Director of Corn Research with Funks Hybrid Seed Company in Bloomington, Illinois.

Returns to College

After a 17-month leave of absence to work as an Agricultural Adviser to the Canadian International Development Agency, Dr. H. A. Steppler returned to Macdonald College in August. Professor Steppler is continuing his teaching and research activities in the Agronomy Department, with particular interests in the area of hay and pasture management.

Sabbatical Leave

Professor Walker Riley of the Agronomy Department has taken a year's sabbatical leave and is putting his time to good use. Mr. Riley will spend the year in the Crop Science Department, University of Guelph, studying for an M.Sc. degree. His interests lie in the area of weed biology and control and on his return to Macdonald next summer he will continue his teaching and research activities in this area.

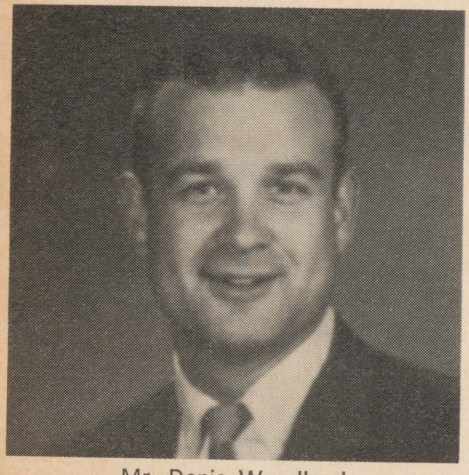
A Change in Name

The Centre for Continuing Education on the Macdonald Campus has changed its name. Effective last June, the Centre's connections with McGill's Centre for Continuing Education were severed and the new Extension Department now functions as a part of the Faculty of Agriculture.

The Extension Department would like to take this opportunity to welcome CBC's farm commentator Steve Casselman, who has joined the Department as a part time Lecturer.

Department of Microbiology

Professor R. A. MacLeod of the Department of Microbiology, Macdonald College was granted a year's leave of absence from September 1, 1970 to September 1, 1971 to accept an invitation to carry out research at the National Institute for Medical Research at Mill Hill, London, England. The invitation was extended by Dr. Howard J. Rogers, Head of the Division of Microbiology at the Institute. Dr. Rogers and his group are well-known for their studies on the biochemistry of cell walls and membranes of bacteria. While at the Institute, Dr. MacLeod conducted studies on transport by isolated membranes of bacteria. The findings of this research program and the techniques learned and developed will be of considerable assistance to Dr. MacLeod in the conduct of his research program at Macdonald College. Dr. MacLeod received a travel grant from the Nuffield Foundation to assist him in pursuing his studies.



Mr. Denis Woodland

Dept. of Plant Pathology

It is a pleasure to announce the appointment of Mr. Dennis Woodland to the position of Lecturer in the Department of Plant Pathology. Mr. Woodland is from Oregon, where he obtained his early education. He has a Bachelors degree in Zoology and a Masters degree in Biology from Walla Walla College, Washington. He was enticed here while he was in the latter stages of a Doctorial program in Botany at the Iowa State University; a program which he will finish next summer.

As a biologist, with a major interest in taxonomy and ecology, Mr. Woodland has made vegetational studies of mountain lakes, a taxonomic study of nettles (species of **Urtica**) and, as part of a team of investigators, he has been studying water quality and the use of certain plants to remove wastes from sewage water.

We welcome Dennis and his wife Betty into the Macdonald community.

Animal Science Department

Dr. R. O. Hawes joined the Faculty of Agriculture in 1962. As an Associate Professor in the Animal Science Department, Prof. Hawes specialized in poultry genetics and physiology and over the years has made a great contribution to research and teaching in the Faculty. The opportunity to devote all his time to applied poultry breeding — a life long desire — presented itself this year and Bob Hawes has joined the Hy-line Poultry Farms in Des Moines, Iowa. He will be working there as a research geneticist. Faculty and staff wish him every success in his new endeavours south of the border.

Dr. Roger B. Buckland

Dr. Roger B. Buckland has taken over Prof. Hawes responsibilities as an Assistant Professor in the Animal Science Department. A native of New Brunswick, Prof. Buckland received his B.Sc. (Agric.) from McGill in 1963, his M.Sc. from McGill in '65 and his Ph.D. from the University of Maryland in '68. Before coming to Macdonald he was a research officer with CDA at Agassiz, B.C. We would like to extend a warm welcome to Roger, his wife Vickie, and their two children.

The Baker family has returned to 3 Maple, Ste. Anne after a year's sabbatical leave in Cambridge, England. During his leave, Dr. Baker did research on "Ova transfer" in domestic animals at the Agricultural Research Council, Unit of Reproductive Physiology and Biochemistry. Dr. Baker, who came to Macdonald in 1965, is an Associate Professor in the Animal Science Department.

The Family Farm

Published in the interests of the farmers of the province by the Quebec Department of Agriculture and Colonization

Agricultural Merit Contest

e winner of the gold medal in s year's Order of Agricultural erit contest, Mr. Raymond échette, operates a 475-acre dairy rm perched on the slopes at -Paul-de-Chester in Arthabaska unty.

47, this man who has spent the st 25 years of his life cultivating farm which once showed little or promise has won the Quebec partment of Agriculture's highest nour — the gold medal and le of commander.

r. Fréchette came first with 0 points among the 16 farmers ho competed for the award in the ntest's second region which mprises 17 counties roughly rresponding to the Eastern ownships and the Richelieu and amaska valleys.

I hoped to place high," he said ut I was afraid of the competition om the big farmers in the t-Hyacinthe region. This was a al team effort — the reward for ne work of my whole family."

he land in the valleys of the amaska and Richelieu is generally ery fertile and the farms in the t-Hyacinthe region are well-known r their productiveness, but it was n the hilly and stony terrain of the ois-Francs that Raymond Fréchette arved out his enterprise.

The pints I've sweat clearing the cks off this farm — six hundred ads in one summer." But the rm that he and his four children ow operate is no longer the same iece of land he bought at the top f a range where the road wasn't leared in winter and there was no lectricity.

"The previous owner himself wouldn't even know this farm," says Mr. Fréchette proudly. He might well be proud; for the "Montfrech" farm could easily serve as a model for others using the most up-to-date production methods. The dairy herd of one bull, 56 cows and 63 calves and heifers — all pure-bred Holsteins — has an exceptionally high milk yield.

The improvements have really begun to tell since 1966 — in every phase of the enterprise — starting with the purchase of two farms that added 210 acres to it. All told, this family farm now covers 475 acres, 330 in crop and pasture and 145 of woodland.

Increased livestock led to enlargement and then modernization. A wing, 132 feet long, was added to the main building; two hay-dryers were bought and then a milk pipeline from the barn to the milk-house was installed, and a liquid manure tank — something new in that sector — was built close to the barn.

Meanwhile the fields were not neglected. Mr. Fréchette was one of the first farmers in the locality to install drainage tile, of which his farm now has 55,000 feet. He also attaches great importance to the soil register he has kept for some years to help him keep track of fertility requirements and add the right amounts and kinds of fertilizers. The stone removal has also contributed to higher yields and nearly all the rocks have now been buried.

Taking the yield of the dairy herd as a measure of the effectiveness of all these improvements, they have added up to success. When the herd was officially classified on October 8, 1970, the best cow was rated "Excellent", four "Very good", 23 "Good Plus", and 15 "Good". In 1966, the first time Mr. Fréchette entered for the agricultural merit contest competition, the herd had a BCA of 100. It is now 146. The average annual milk yield of the cows is 14,748 pounds. These are the kind of figures that the best dairy farmers like to dream about.

Dominique Savio Farm's Success Due To Teamwork

"This honour is the fruit of constant work and steady progress but, above all, it is a proof of successful teamwork." These words were used by Paul-Emile Beaudry, manager of the Dominique Savio Farm at St-Joseph de Rouville to describe how he and his men felt when they heard that their farm had won the gold medal in the class for non-professional farmers in the Agricultural Merit competition of 1971. And, on arriving at this splendid 900-arpent farm, belonging to the Order of St-Vincent-de-Paul one really does get the impression of a team of devoted men. The nine permanent employees have separate houses on its outskirts, each decorated by its occupant according to his taste, and they all seem to be perfectly at home as they work on a full-time basis in this impressive agricultural enterprise.

The Dominique Savio Farm formerly belonged to Mr. Edouard Boulet who bought it in 1935 and it was at first a family-sized enterprise with an orchard, a fruit-tree nursery,

an apple cannery and, of course, a dairy herd. Mr. Beaudry began working for the Boulet's in 1937. He was put in charge of the farm and, while Mr. Boulet ran the cannery, he developed the orchard and the nursery and completely rebuilt the dairy herd. During this period, the size of the farm was increased — from 165 arpents, to 900 in 1955. In 1960 the Order of St-Vincent-de-Paul became the farm's new owner and Mr. Beaudry had to give place to another manager and devote himself entirely to the nursery. However, in 1964, he again took over the full management and started the farm on the course which has led to the sweeping progress it is making today.

In 1971, the crops included 30 acres of wheat, 105 acres of oats, 53 acres of corn, and 328 acres of hay; there were also 20 acres of pasture, an exercise paddock of 15 acres for the animals and another 15 acres were left for buildings. The nursery occupies 50 acres and the orchard 35. The surpluses of hay and corn, always fairly large, are sold to other farmers in the district every year.

The three main productions of the Dominique Savio Farm are milk, fruit and nursery stock.

With 150,000 trees this year, this is definitely the biggest fruit-tree nursery in Quebec. Charles-Arthur Benoit, the oldest employee of the farm with Mr. Beaudry, has now been working in the nursery for 28 years and lovingly tends the young trees — apples, pears, plums, and maple ("érables dorés") — which will be sold all over the province.

The 2,000-tree orchard averages 10,000 to 12,000 bushels of apples a year. "Eighty to 90 per cent of the fruit is top quality and there are more than 37 different varieties of apples," says Mr. Beaudry proudly.

The farm's dairy production is on a comparable scale. Over 100 of the 210 animals making up the magnificent Holstein herd are now milking. Since each cow averages 15,000 pounds of milk a year, the total production is very large. In addition, the high quality of the animals in this herd attracts buyers from many Western countries. Stock has already been exported to Italy, Spain and Cuba and, this year, some animals will leave for Trinidad.

The reputation of the Dominique Savio Farm's Holsteins is certainly not overrated; under the direction of Paul-Emile Pouliot from 1960 to 1968 and, since then, of Yvon Chaillon, the herd has won many prizes and earned the title of Premier Breeder for the farm at the Quebec, St-Hyacinthe and Ormstown shows on several occasions. The farm also won a silver medal in the 1966 Agricultural Merit contest.

An agricultural enterprise of this size is bound to have some problems and needs. According to Mr. Beaudry, the hardest part of running the Dominique Savio Farm is directing the teamwork and coping with the human relationships involved. As there are nine regular employees and five or six seasonal ones at harvest time, it takes a lot of diplomacy and constant encouragement to keep the teams working happily together and maintain production. "I don't let half a day go by without visiting my different teams," says Mr. Beaudry, well aware that he has just revealed the secret of his success.

Mr. Beaudry is a modest man who doesn't like talking about his achievements but he is also fully conscious of his responsibilities. "It's a demanding life," he admits, "but I love it." He is vice-president of the Rouville Holstein Club, a member of the Quebec Nurserymen's Association, and cooperates with other organizations connected with the farm's production. One feels though that these activities take second place with him and that his farm work comes first.

Mrs. Beaudry would admit that since the Dominique Savio farm is not a family concern, she does not feel personally involved in her husband's work. Nevertheless she is well occupied, having been a teacher for the past 23 years. Mr. and Mrs. Beaudry have a son of 19 who will be completing his CEGEP course next year and then go on to study Commerce at university.

Paul-Doris Brodeur Leads Silver Medal Class

"It's hard to sum up 30 years' work in a few minutes," said Paul-Doris Brodeur, silver medallist in this year's Order of Agricultural Merit competition.

The Brodeur family, whose farm is at St-Paul-de-Granby, would certainly have a lot to tell about the toil, effort and sacrifice that have brought success to the enterprise of 142 acres (132 arable and 10 wooded) on which they have specialized in poultry production since 1953 and now raise 230,000 broilers a year.

ke many successful farmers, r. and Mrs. Brodeur, both of whom me from farming families, had a rd time to begin with. They have ilt up their now meticulously clean rm from an unproductive although ry well situated piece of land.

We bought this farm in 1943," id Mr. Brodeur "just before we ere married. Everything was glected — the land, house and ildings. Our entire assets were team of horses, four cows, nd five sows."

ut the Brodeurs knew what they anted and they had confidence nd the love of the land in their ood. They lost no time in putting e farming lore they had learned n their parents' farms into practice. he soil was quickly improved and e buildings repaired; the dwelling, ven though dilapidated and lacking comforts, had to make do with bare minimum because all their apital had to be productive.

aving made a solid beginning, e Brodeurs launched into potato roduction with 10 arpents, then to corn with 20, in the meantime uilding up a dairy herd of 25 head nd increasing their hog production. y then the enterprise was well on s feet: the waste land was now rtile and yielding well, the livestock as paying and the future looked romising. This might have been nough to satisfy most people but t this point the Brodeurs began consider the farm's ultimate uture afresh.

hey made a careful study of their ituation and marketing possibilities nd consulted agricultural advisers, nd their future soon began to look lainer. In 1953, they decided to go to poultry. This decision meant aking another carefully planned resh start. They began with 2,700 birds in their existing but altered buildings. The changeover was made gradually while the dairy herd was maintained and the hog production remained stable. By degrees potatoes and corn gave place to the hay and grain that now occupy 100 arpents and bring in substantial added income.

The new venture soon began to prove justified: a second poultry house was built in 1955 and the business was by then on a large scale — 80,000 birds a year raised from four batches of 20,000 chicks. Mr. Brodeur knew his business well and it was developing steadily. He sold the dairy herd in 1958, gave up raising hogs and considerably stepped up his poultry production. In 1958, 1959 and 1960 while this production was being steadily increased, the house, which had been renovated inside from 1954 onwards, was improved outside, attention was given to the farm's surroundings, and the enterprise was improved in general.

In 1965 three sons — Gilles, Guy and Claude — were brought into the enterprise in which they had already had a sound grounding, and they gave it fresh impetus. A third poultry house has just been built and 230,000 birds are now being raised per year. Jocelyne, the eldest daughter, also works for her father, helping with the organization and bearing the heavy load of secretarial work.

The Brodeur family's enterprise has now reached a phase of consolidation and a stability which they hope to maintain. They have organized their transportation with a trailer truck for shipping the birds and two trucks for hauling grain, gravel, and manure. In 1968, 1969 and 1970, each of the three sons was started in a 140,000-bird poultry enterprise of his own.

In spite of the size of their business, the Brodeurs find time for outside interests. Mr. Brodeur has been a municipal councillor for St-Alphonse and is still active on the parish recreation committee. Mrs. Brodeur is occupied with many local and regional associations including the "Association Féminine d'Education et d'Action Sociale" (AFEAS), cultural organizations and works of charity. Both Mr. and Mrs. Brodeur pay careful attention to the education of their two youngest children, Daniel, aged 14, who is starting his ninth year of schooling and is very interested in the family enterprise, and Johanne who will soon be 11 and may one day be her father's helper too, but in the meantime is resolutely tackling her sixth year at school.

Honorary Commanders of the Order of Agricultural Merit

Four prominent men in agriculture and related fields were awarded the title of honorary commander of the Order of Agricultural Merit in recognition of their services, by Mr. Normand Toupin, Quebec minister of Agriculture. The award was made at the Order of Agricultural Merit banquet at Expo-Québec. They are: Mr. Gaétan Lussier, the deputy minister; Albert Allain, general president of the U.C.C.; Roland Pigeon, president of the Coopérative Fédérée; and Benoit Beauregard, president of the Quebec Poultry company.

Mr. Lussier, who obtained his master's degree in agriculture from McGill University at Macdonald

College, taught at the St-Hyacinthe Institute of Agricultural Technology from 1964 to 1966 before becoming technical adviser to the American Potash Institute. In 1968 he was made coordinator of the Richelieu agricultural region by the Quebec agricultural department, a post which he occupied until he was appointed assistant deputy minister of agriculture in 1970. He became deputy minister in 1971. He is married to Nicole, née Fréchette, of Marieville and has three children.

Mr. Albert Allain, a native of Brittany in France, settled in Manitoba and later farmed in Abitibi. He has held a number of agricultural posts, notably the following in the U.C.C.: president of the Amos, Abitibi, branch; first general vice-president of the U.C.C. He has also been chairman of the Northwest Quebec Economic Council, and advisory member of the following bodies: the Canadian feed grains board, the agricultural policy planning committee, and the Conseil d'Orientation of the agricultural faculty of Laval University.

Since 1970 he has been a member of the Canadian Federation of Agriculture, director of the Canadian milk producers' federation and director of the Cooperative Insurance Services. He is married to the former Olivette Bouchard and has seven children.

Mr. Roland Pigeon comes from Verchères where he attended elementary and secondary school. Later he took a course at Oka Agricultural Institute. His ability has led to his serving on a large number of directors' boards in the field of agriculture, including the Coopérative montérégienne de Rougemont, the Coopérative Fédérée (president), the Montreal milk producers' federation, the central Metropolitan market company, the CFA, and the Canadian milk producers' federation. He has 10 children.

Mr. Benoit Beauregard was born at St-Damase in St-Hyacinthe county in 1932. He began his career as a clerk in the office of a poultry processing plant and, thanks to his administrative talents, became manager after four years. His name is closely linked with the Quebec Poultry Company which he and Mr. Guy Lauzon founded in 1958. Their initial investment of about $50,000 has developed into a business with an annual turnover of $50,000,000. Mr. Beauregard is married to the former Gaétane Quenneville. They have five children.

Winners in the 1971 Junior Agricultural Merit Contest

The Quebec minister of Agriculture, Mr. Normand Toupin, has announced the winners in this year's Junior Agricultural Merit competition, as follows: Gilbert Rioux of St-Simon, Rimouski county, Young Farmers' class; Bertrand Lemay of St-Hyacinthe, Young Rural people's class (boys' section); and Hélène Piché of Ste-Thècle, Laviolette, Young Rural people's class (girls' section). They will each receive a gold medal, the Quebec trophy, and $50.

This province-wide contest is the culmination of different qualifying tests at the parish, district, and regional levels. Its purpose is to encourage and reward young rural people's efforts. Although formerly designed to further the basic training of young people who were going in for farming, the contest today has a much wider scope. Although they still have an agricultural background, those who now take part in it do not necessarily intend to specialize in agriculture. However, the agricultural department considers that all competitors should have an accurate and adequate idea of the place of agriculture in society and of its economic importance and main characteristics. In this way, the department seeks to play a positive role by encouraging local leadership and contributing to the education of future farmers.

This year, 29 of the entrants in the preliminary rounds held in Quebec's 12 agricultural regions qualified for the provincial final.

First Livestock Insurance Cheques Issued

The veterinary section of the Quebec department of Agriculture's grants and subsidies division announces that the first animal health insurance cheques were sent out to beneficiaries on August 27 and that, from now on, these cheques will be sent out regularly.

The grants and subsidies division points out that many of the bills submitted by farmers with their claims have been or are being carefully examined and that, since its staff also has to get used to the new administrative procedure involved, the replies have perhaps been slower than could be desired. At present, however, everything is working well and with few hitches and it appears

at all cheques will go out within e specified time.

ne contributory animal health surance plan, which was put into ffect in Quebec on July 12, is esigned to make veterinary ervices more readily available all farmers by means of a direct ontribution to their cost by the gricultural department, and to educe the price of animal edicaments as the result of the etting up of a central depot under overnment control.

ll raisers of cattle, pigs, sheep, oultry, fur-bearing animals, and ork horses, and also keepers f mares used for producing strogens are eligible for the enefits of the plan provided they re the owners of the animals and aise them at their own risk.

rossbred Limousin Heifer aising Program

ome 1,200 farmers in the Lower t. Lawrence and Gaspé region are aking part in a special program ponsored by the Quebec depart- nent of Agriculture which should esult in sales of about 3,000 uebec-bred heifers to American erds.

hese farmers, whose locations ange from Kamouraska to onaventure counties, are under greement to supply buyers in the nited States with crossbred heifers rtificially sired with semen from urebred Limousin bulls on olstein, Ayrshire or French- anadian dairy cows. The semen ill be provided by bulls of the ov Import firm of Rimouski through he intermediary of the St-Hyacinthe rtificial insemination centre, and he Quebec department of Agriculture and Colonization will pay part of its cost. At the time of delivery in September, October and November 1972, the heifers should be six months old, weigh around 400 pounds and fetch about $200 per head.

The Limousin, a French breed of cattle, has two outstanding traits — large size and excellent capacity for making gains in weight. The meat is tender and adequately marbled with fat but without excess outer fat, in other words the kind consumers want.

This program is being implemented following a study designed to find ways of diversifying production in the Lower St. Lawrence area which was carried out through the Eastern Quebec Development bureau in collaboration with the livestock improvement division and the marketing branch of the agricultural department.

NEW! Poultry House

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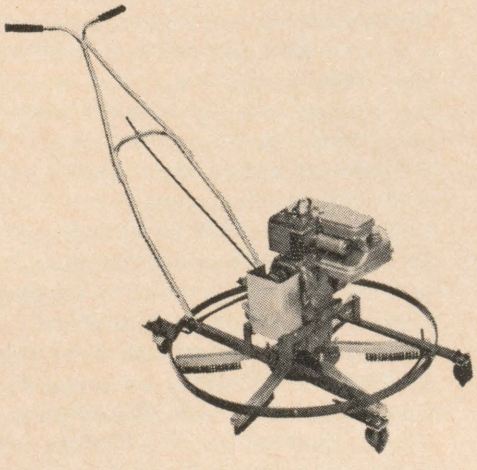

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This Month with the QWI

Calling all Q.W.I. branches! Let's think ahead. How about some "seasonal" items for our pages in the Journal. Remember it takes two months for news from your meetings until the time it arrives in your mailbox. Check the Publicity Outline for suggestions.

Counties reporting: Argenteuil, Brome, Chateauguay-Huntingdon, Gaspe, Gatineau, Missisquoi, Pontiac, Richmond, Rouville, Shefford, Sherbrooke, and Stanstead. Forty-five branches in these Counties sent in news.

New fall fair at **Quyon** in Pontiac County. The first fall fair in this area was held in August. Five W.I. branches — Clarendon, Stark's Corners, Wyman, Quyon and Beech Grove exhibited. The W.I. display consisted of 10 articles as follows: Quilt blocks: one pieced, one appliqued and one embroidered; a lady's duster, unlined; a lady's crochet vest; a rag doll, a boy's knitted cardigan; an article from one or more plastic bottles; a felt Christmas stocking; a tote or beach bag; embroidered pillow cases and a paint by number picture. Excellent workmanship was shown in all exhibits. The articles made from one or more plastic bottles were quite original. They included a lamp, fruit holder, cover for a flower pot, bag for curlers and a Christmas decoration. The first place winner was Clarendon W.I. At the semi-annual meeting a list of articles were made available for the 1972 exhibit.

Members leaving: Mrs. Maynard Miller, **Gaspe,** to take up residence in Montreal. Mrs. David, President of **Wakeham,** left to reside in St. Catharine's, Ontario. Branches entertaining other branches: Abercorn, Austin (to entertain semi-annual convention), Richmond Hill, Melbourne Ridge, Spooner Pond, Aubrey-Riverfield and Franklin Centre.

South Bolton decided to continue receiving the "Canadian Consumer" and to study the Provincial Convention report.

Ascot sent a suggestion to the Town Council of Lennoxville that since the town celebrates its 100th anniversary this year, it sponsor the printing of coloured post cards showing interesting and attractive buildings in the town and views of the surrounding countryside. Few, if any, such cards are available now and it is thought there could be a good demand for them in local shops.

Dundee: a display of hand-made articles — crocheted tablecloth, quilts, bedspread, floor mats, cloth dolls, crocheted baskets and swans, wood flowers, animals and other small bazaar articles were displayed by Mrs. Pearl McNichol who had made them.

Conveners at meetings: **Stanstead North's** convener of education read a revised version of "The Little Red Hen" resulting in a discussion of the chicken and egg dispute and small farming. Conveners at **Waterloo-Warden** read the following articles: Caring for Your Neighbour's Plants; Quebec's Place Royale Regaining 17th Century Glory; The Surplus of Teachers; How to Grow Old Graciously; Sweets and Energy; Car Restraints for Children. Publicity convener for **Gaspe** read an article "Calgary to Unveil Eskimo Carving." **York** Safety in the Home and Price Inflation. The citizenship convener of **Barachois** spoke about having our flag put up at school and said that it should always be flying when the children are at school.

She also advised that the National Anthem be sung many times in class to teach the young respect and how to behave while singing the Anthem. The welfare and health convener spoke on pollution; the agriculture convener asked about the production of pumpkins and the answer came from the home economics convener that "bees carry pollen from male and female blossoms and fertilize the baby pumpkins." **Lennoxville** had an article on how the pioneer W.I. worked much harder years ago. **Gore's** reading was "The Doctor Takes a Stand Against Pot."

Projects: **Lennoxville** to provide a float for the Tombola parade. They also discussed the plaque to be put on the library table donated to the Library in Lennoxville in memory of Mrs. E. L. Atto who passed away in 1970. **Stanstead County:** The county holds an annual fair in August and the W.I. branches take an active part with a sales table and a tea room where one can rest "fair feet" or "put the baby to sleep." There are handicraft competitions with entries from both the W.I. and the Cercles de Fermières. **Hatley** and **Ayer's Cliff** each sent a girl to summer camp. **Hatley** had a picnic table installed on the common. **Wyman** pleased with petunia display at the local park which had been planted by this branch. **Wakeham** sent parcels to Unitarian Service Committee. **Barachois** having a light renewed on the Memorial stand and will give poppies to all the school children for Remembrance Day. From **Austin's** very successful Garden Party's net proceeds of $1,954.34, a sum of $1,000 was donated to the library project.

Service to others: **Bristol** did mending for the Ade hospital;

part of Stanbridge East's
th Anniversary celebrations, Mrs. S.
dner, Co. President, presented a
-year pin to Mrs. S. Davitt.
's. John Wanzer, President of the
anch, received a Life Membership
d pin. Far right: Mrs. C. Rhicard,
cretary, presenting a 50-year pin to
's. Chas. Moore, Honorary President.

istol and **Wyman** did cart service
r two weeks at the local hospital;
eveland visited Dixville Home for
tarded and donated flannelette;
anbridge East sent gifts to a
rgotten patient in the Douglas
ospital; **Spooner Pond** remem-
ered a boy at the Dixville Home
n the occasion of his birthday;
eebe and **Stanstead North**
ssisted at the local Blood Donor's
inic; **Aylmer East** collected
pectacles and sent them to
esight Universal.

hildren's gardens inspected and
dged with prizes given at **Beebe,**
akeham, Jerusalem-Bethany,
ustin, Dundee, Stanbridge East.

ducation: **Wyman** members urged
take extra courses in adult
ducation which are available —
uch as conversational French, farm
dministration for wives, book-
eeping, typing, sewing, ladies
eep fit, photography and up-
olstery. **Denison Mills** discussed
ew methods of teaching. **Spooner**
ond answered the roll call by
ving their opinion on bilingualism.
ll agreed it is a good idea to be
ble to speak both English and
ench. **Huntingdon** held a com-
ehensive discussion on rules and
gulations controlling the awarding
the Laura Rose Scholarship in
ome Economics. Also, in a talk
n the Special Classes in the
cademy, a splendid picture was
ven of the changed attitudes of
e public towards the pupils, the
ms of these classes and the
ctual work done.

memory of one of **Pioneer's**
ost faithful and loved members,
Irs. Ida Mathews, a donation was
ent to the Cancer Society.
Irs. Mathews will be sadly missed.

teresting roll calls: **Austin** named
favourite spice and when used;

Melbourne Ridge named an industry they would like to visit with the result that a decision was made to visit one; **Stanbridge East** named a famous doctor and mentioned something outstanding that he has done; **Rupert** named a Canadian mountain; **Abercorn** members expressed their opinion of the changing school system; **Aylmer East:** cute saying of your grandchild; **Barachois** members mentioned safety rules for travelling — always buckle seat belts, look both ways before crossing roadway, cross on green light, etc.; **Gaspe** brought a mystery parcel to be sold for 25 cents; **Upper Lachute-East End** brought a vegetable or flower display to be judged.

Contests: **Jerusalem-Bethany:** corsages made and worn; **Cleveland** annual phlox contest; **Denison Mills** on Canadians; **Richmond Hill** on rose plants.

Games: Silent Auction at **Fordyce.** Each person brings an article which is displayed. Slips of paper are given out and any person who wishes to buy puts her name and the price she will pay on the paper and puts it under the article. Highest bidder gets the article. Chinese auction at **York.** Each person bids for the article and pays the difference between their own bid and the previous bid. When the time limit is reached the last bidder receives the prize. **Gore:** 1) Make a man's face with 10 pieces of three symbols — a square, circle and triangle and 2) feel unseen articles in a shopping bag. After the shopping bag has been passed to all present, have each one write down the number of articles she remembers.

Missisquoi County: It is with sorrow that we report the passing of Miss Katherine MacIntosh in August. She was County Publicity Convener for many years. Tribute was paid to her and a two-minute silence observed at both the county and branch meetings.

Slides shown on B.C. and Quebec at **Abercorn,** on Jamaica at **Brownsburg.**

Demonstrations: **Abbottsford** had an arrangement of dried flowers; At **Franklin Centre** the making of jewellery and decorations from polished stones by Mrs. Beland. She had samples of stones from the rough stage through to the finished product and explained each step in the process of preparing them for use; **Gore** an Avon demonstration; **Dewittville** had an extremely interesting demonstration on the making of hair-pin afghans, which are very pretty and easily made; **Huntingdon** demonstration and many helpful suggestions for flower arrangements.

Talks: In **Ormstown** Mrs. Lindsay Cullen gave an interesting talk on her trip to the Yukon, showing pieces of rock and old bottles she had found with the help of Indian children. Mrs. George Black is a great heroine to the people in Whitehorse. At **Aubrey-Riverfield** Mrs. Nick Furcall, Regional School Librarian, gave a full account of her work and the use made of the library facilities where approximately 35,000 books are read yearly and where films and records are used freely. **Howick** had Mrs. Wright speak on her recent visit to Finland, land of her birth, giving special mention to the wonderful care given to the senior citizens there. **Jerusalem-Bethany** heard Mrs. B. Hungerbuhler tell about helping the blind and how she had studied Braille and translated literature into Braille

for the blind to read. **Pioneer** received food for thought on using their hands to create the "beautiful" after hearing Mrs. A. Hammond's talk on handicrafts. Members wanted to go home and start on something worth while after hearing Mrs. Hammond and after seeing Mrs. A. Walker display of plastic straw flowers and other items. **Lachute** heard delegates to Oslo describe the various points of interest of their trip abroad where they visited Wales, London, and Norway. **Spooner Pond** heard Q.W.I. President, Mrs. Beattie, tell about the entertainment side of her trip to Oslo and saw post cards of places she had visited.

Branches catering etc.,: **Clarendon** for a wedding; **Rupert** for a wedding. Also served dinner at the Horse Show; **Stanstead North** held a baked bean dinner in the Brick Schoolhouse; **Ayer's Cliff** catered for County School Fair. **Ormstown:** fashion show put on by Mrs. Keith Greig of the Regional School with some of her pupils. Some of these girls were from Valleyfield, Ormstown, Howick and Huntingdon and were from different sections of grade 7. The girls had not only made their own costumes but had prepared the commentary. These dresses and costumes showed what excellent work can be done by teen-age girls in their household instruction classes and much credit is due their teachers.

Radio visits: **Frontier** to Radio Canada and CJAD; **Rupert** and **Upper Lachute-East End** to CFCF to see the show "Beat the Clock."

Bus trips: **Rupert** visited Botanical Gardens in Montreal; **Waterloo-Warden** had a motor trip to Derby Line, Vermont.

President's Report of the ACWW Conference

I would like to thank the members of the Q.W.I. for making it possible for me to attend the ACWW Conference held at Oslo, Norway, last August. It was a chance of a lifetime, very interesting and educational.

There were 1,200 members of ACWW in attendance from 56 countries, all having the same interest and working in their own way according to each country's need.

The first day was devoted to registration of delegates; all those who were on tour didn't get in to register until evening (some of us had a long wait). The First Council meeting was held that afternoon to study urgency resolutions and recommendations to Conference. Area meetings and briefing meetings for chairmen and rapporteurs of educational sessions were held in the evening.

Wednesday was the First Plenary Session. Mrs. Dutt, ACWW President as chairman, welcomed all and expressed hope that all would enjoy the Conference. Rules of procedure, appointment of tellers, returning officers, time-keepers as well as the **Conference Constitution committee** were named. A vote was taken on the President's term of office and, after much discussion, the six-year term got the majority vote.

The finance report was read by the Committee Chairman, Mrs. Mungo Barr. A favourable balance at the end of the year was most satisfactory and was accounted for by the generous support given to "Pennies for Friendship." Bigger donations were asked for in the year ahead as there will be problems of inflation and ever increasing costs which have to be faced. Mrs. Barr explained that there was no possibility of a renewal of the office lease when it expired in 1973 and recommended that Conference be asked for permission to invest in accommodation if it appeared this would be the most economical and advantageous way to provide the necessary office space. This would go to the finance committee and then to Plenary Session.

Two motions were passed. First: That a new tea towel showing flags of all member countries should be authorized to be ordered and second: That Conference be asked to confer a Membership of Honour on Dame Alice Berry. This motion was moved by Queensland C.W.A. and passed amid applause.

In the evening we were guests of the Mayor of Oslo at a buffet lunch in City Hall. On Friday evening the Canadian delegates were guests of Ambassador George K. Grande at the Canadian Embassy. Friday was Norway Day. Watch for Mrs. Westover's report on this.

On Saturday the Second Plenary Session was held with Mrs. Dutt as chairman. The following reports were heard: Council by Mrs. Dutt and Deputy President Mrs. Ulla Wickbom, and the Area Vice-presidents' reports. Ambassador Inge Ghorsen gave a talk on "The Role of Women in National Development." That evening we went on a boat trip down Oslo fjord which, in spite of the rain, was much enjoyed.

On Sunday the Oslo Cathedral was filled to capacity. The Right Rev. Bishop Frit of Berkele gave the sermon. Busses were ready after the service for excursions into the country to visit local institutions where meals were provided.

On Monday and Tuesday we had education sessions where the topics were: Getting to know each other; Learning together; Helping each other, and Getting things done through ACWW. Monday and Tuesday evenings the museums were open for our enjoyment. We were each invited to a private home on Tuesday where we found the Norwegian hospitality wonderful.

Mrs. I. M. Spry was the chairman on Wednesday. Reports were heard on the Constitution Conference, Resolution committee, Conference policy and Publicity and Publications. A paper was given by Prof. Eilif Dahl, Norwegian Agricultural College, Vollebekk, on "Conservation and Agriculture in a Modern World." Nominees for ACWW President were Mrs. Olive Farquahar, United Kingdom, and Mrs. Virginia Haven Smith U.S.A. Mrs. Olive Farquahar was elected.

Thursday, with Mrs. Dutt again as chairman, reports were heard on Conference finance, Resolution committees and Education sessions. The report on the Education sessions (I have listed the topics before) were particularly interesting and educational. Mrs. Dutt welcomed our new President, Mrs. Farquahar, who replied very graciously. Other new officers introduced were: Mrs. I. M. Spry, Deputy President, Canada, Mrs. Che Kamsiah Ibrahim, P.M.P., P.J.K., Asia, and Mrs. Turnbull, Recording Secretary, United Kingdom. A vote of thanks was given to Mrs. Wickbom and farewells were given by the two Norwegian

cieties (one rural and one urban). rs. Dutt gave the farewell address.

closing party was held at ongress Centre, Blindern, where buffet lunch was served followed a program of unrehearsed nces and songs by the students the Seminar from 23 countries.

he Second Council meeting was ld Friday morning. Balloting was eld for members of the General urpose Committee, Standing ommittees for 1971-74, and for the cation of the 1974 Congress. vitations had been received from outh Africa, Australia, England nd Wales, and Lebanon. Australia on the ballot for 1974. England nd Wales issued an invitation r 1977.

he Federated Women's Institutes Canada voted to furnish a Land-ver for the Lesotho Home-Makers ssociation to be known as the NESCO Gift Coupon #523. ou will hear more of this later.

Irs. V. R. Beattie,
resident,
.W.I.

Irs. A. E. (Jean) Abercrombie

Irs. Abercrombie, born Jean tewart, lived her early life in leveland, near Richmond, Que. he attended school here, at t. Francis College, Richmond, and t Macdonald College. For many ears she was accountant for a w firm in Sherbrooke. Her utstanding ability and pleasant ersonality rendered her services f great value to the firm and later o the Quebec Women's Institutes.

n 1923 she married Mr. Albert bercrombie and settled in ennoxville. In 1931 Mrs. Aber-rombie joined the Lennoxville ranch of the W.I. She served as resident for 7 years and held vari-us other offices. Her talents vere much appreciated.

s County President of Sherbrooke ounty, 1938-1939, her advice and gal knowledge were of great enefit. At this time, many ranches were taking over vacant ural schoolhouses and the ncorporation of the Quebec Wom-n's Institutes presented problems,

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and in all cases, Mrs. Abercrombie's alertness was an advantage.

At Provincial level, she was Secretary for four years, and was elected 2nd Vice President. She did not continue to higher Provincial work because she was appointed Editor of the Federated News, published by the Federated Women's Institutes of Canada. Mrs. Abercrombie held this post from 1947-1955.

In every position she held, Mrs. Abercrombie showed great efficiency. Mrs. Abercrombie held honorary Life Membership in the Q.W.I. and the F.W.I.C. and in 1953, when Her Majesty, the Queen, awarded medals to commemorate her coronation, Mrs. Dow and Mrs. Abercrombie were two of the eleven Canadians honoured.
In 1959 she attended the A.C.W.W. Conference in Edinburgh as a voting delegate for the Q.W.I.
After many years of illness, she passed away on August 7, 1971.
The Quebec Women's Institutes may well be proud of a member like Mrs. Abercrombie who served the cause so well.

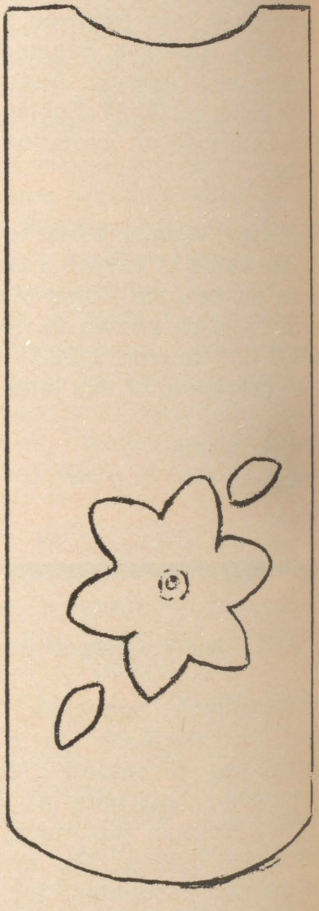
Strawberry Bookmark

Cut front and back of berry from red felt. Sew beads on front side

of piece. Stitch two pieces together, leaving small opening at top. Stuff with cotton and stitch, adding two leaves and top to berry. Sew paperclip to back of berry with open end pointing to bottom.

Comb Case

Cut two pieces of felt. Cut small Christmas or flower designs to glue to front. Stitch three sides together. Makes a nice stocking stuffer.



(The above illustrations are mainly to be used as guide lines. We would suggest you make your own patterns before you start your project.)

Lapel Decoration

Cut out two pieces of felt in the shape of a sock — one size A and one size B. (You may use pinking shears for a decorative edge.) Trim sock B with sequins and beads. Centre sock B on top of sock A and stitch together, leaving top open.

Tie ribbon in a three-loop bow and attach to sock top. A bell may also be attached. Sew small pin to back.

Christmas trees, wreaths or bells may be cut out in the same manner.

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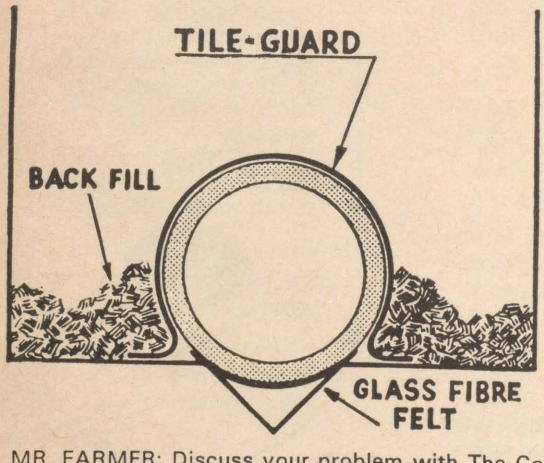

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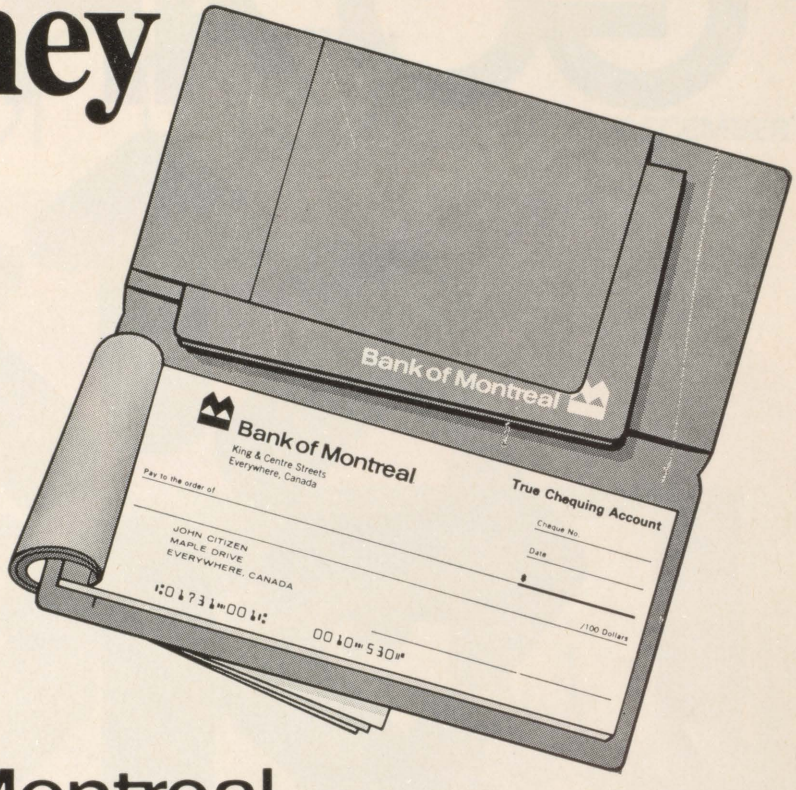

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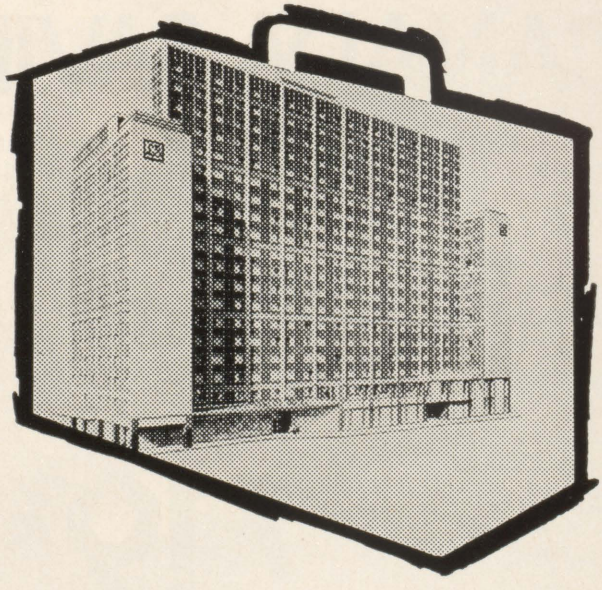

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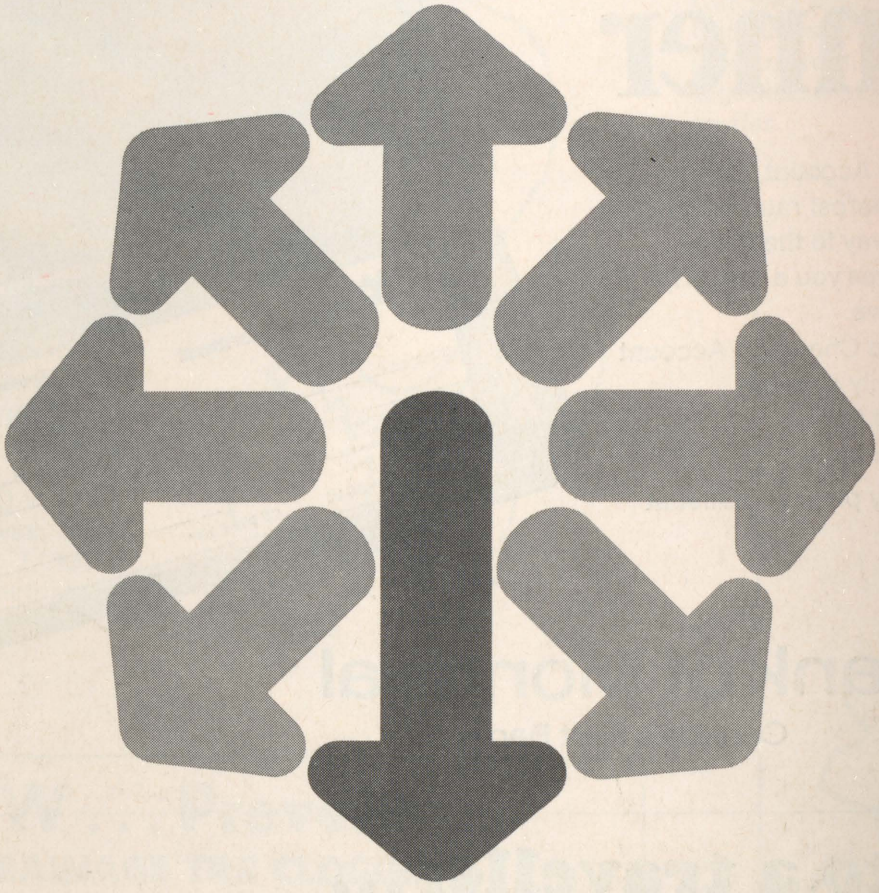

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